WATCH YOUR STEP----WATCH YOUR WHEEL

Auto Drivers Watch Out For the Unexpected.

Drivers Go Slow in Crossing

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Experienced Union Mechanics

value of various makes of tires.

Many people are now demanding that
the tire show a certain cost per mile
or per thousand miles. It is true
that at the present time price is the
only thing representative of tire value
(miles delivered), but most people do Prompt Service Guaranteed Work Emergency Calls Answered (miles delivered), but most people do not realise that quality in tires is confessed in the price quoted. There are no secrets of manufacture to any extent, and the miles a tire will deliver depends on the quantity and quality of materials used and expertness of the workmanship. omptly. Keep Our Phone Number With You. Rates Registered With

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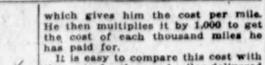
The tire industry has grown from

The average tire user is coming to

use the arithmetic he learned in school by simply dividing the price paid for the tire by the number of

miles it actually delivers for him

Rear 1316 L St. N. W Franklin 6934.



the cost of a thousand miles delivered and he naturally and correctly sticks to the tire that shows him the low-

est cost per 1,000 miles.

When he has arrived at this point in his experiments he continues to buy tires regardless of first cost or list price, for he has found that a The tire industry has grown from a mere appendage of the automobile business to a great and ever-growing independent industry, and this year its total volume will amount to the stupendous sum of approximately \$1,000,000,000 in the United States alone.

Millions of tires are being made and used, and until recently there was no tire is not a tire and that while the all look alike and fit the same standard size rims, there is a vast differ-ence in the real cost or final cost and that cost per thousand miles is the yardstick with which all tires must

This keen, business-like, American way of getting at the bottom co used, and until recently there was no standard method of determining the things will go far to cause tires be made more on a basis of miles be delivered, at so much per thousand miles, than on the basis of first cost and its corresponding quality.

cerned the American car owner from Missouri, and if he can't shown he will find out himself.

There is a growing tendency to disregard adjustment mileage as the proper representation of quality in tires, and many users are looking at the average miles actually de livered as a basis into which they di vide the cost or price paid, and all tires will soon be weighed on that

basis by the average tire user. The average car owner will some factured on the basis of highest quality possible, for he is beginning to see that it is a poor plan to set a price and build a tire around that price, and that he gets most miles at cost when the best tire possible is made and a fair price placed on it. He will pay the price, for he knows that on that basis his first cost is his final cost and that he can figure his cost per thousand miles without any difficulty.

Look For Quality. The American car owner is coming ore and more to look for plus qual ty in tires and to disregard guarantees as a bisis for determining

comparative value. Dealers who anticipate this gen-eral condition will find that the car owner will receive favorably state-ments from the dealer that quality means more than guarantees and that guarantees are not a real basis for comparing tires as to the miles

they will deliver.

Guarantees should be regarded by the manufacturer only as a conveni-ent basis for his adjusting depart-ment, not as a basis of sale. All tires should deliver mileage way beyond the guarantee mileage, thus making adjustments the rare exception rathe

than the rule. The tire user is quietly doing son thinking on his own account, and the dealer who has his ear to the ground and his eyes open to conditions will receive the undivided attention of the consumer in talking quality and miles delivered rather than price and

Summary: The American tire user is beginning to realize that the satisfaction should come out of the tire and he is tired of the unjust custom of getting it out of the dealer, who never is to blame for lack of mileage in the tire and who often finds him. in the tire and who often finds him-self in hot water in playing the part of a factory adjuster, when he should be devoting his selling time to building new business.—Tires and Acces

Don't run the motor in a close garage. The carbon monoxide in exhaust gases is edorless, and a small percentage of it in the air is fatal. In case your motor will not start. don't keep flooding the carburetor.

Prime the motor by putting gas in the pet-cocks. If this doesn't work, look See that your brakes are properly set if you leave your car on an inline, and also turn your front wheels

loward the curb. Watch for the pedestrian who trie cross the street after you have By L. J. FAULKNER.

Is a moment's thoughtlessness worth a human life? When one watches people crossing the streets of Washington, the wonder is that more accidents do not happen. It Doth-and Then Some, Says Peeved seems to make not the slightest difference whether a person is in the middle of a block or on a crowded street; if he wants to cross to the other side he will do so then and there and look with indignation upon any autoist who comes near him, not seeming to understand that in a block between street corners the autoist has absolute right of way

People step from behind cars, talking with companions, looking neither to the right nor left. At street crossings they walk with heads bowed or eyes gazing in every direction but that from which the from the tion but that from which traffic is coming. The writer has been in nearly every large city in the United States and If there is so much traffic that a trefrankly states that he has never seen a more careless or in- to be audible, then everyone is on the different class of pedestrians than those who walk the streets of Washington daily.

While it is two that there are many reckless out of the several solutions and a horn is needed only as a signal. And in a comparatively quiet neighborhood a moderate horn can always be heard. Yet the weird

While it is true that there are many reckless auto sounds on our streets grow steadily drivers, still they are not, by any means, entirely to blame. worse, It is impossible for a driver of a machine to tell what a pedestrian will do; while the walker himself has the adpedestrian will do; while the walker himself has the adscarcely pass. My thoughts were far vantage of knowing that the car approaching him is fields of dalliance as Bolshevism, H. usually going in a direct line. usually going in a direct line.

If there is to be a campaign of education in Washing- Prohibition, 1919. Suddenly a scream ton, or any form of "Make-Washington-Safe" propaganda, leap three feet into the air and look it should be applied as much to the pedestrian as to the autoist. They must both work in harmony, with one comme, was a large blue eight-cylinder affair moving slowly out of the alley—and the inoffensive -looking occupants checked.

It is gratifying to learn that during the past few weeks street accidents have decreased in Washington, but they are own object. Its voice should suggest still at a very high level.

If pedestrians could only be made to understand that as they leave the curbstone they are stepping into a very Please let me pass!" Or thus! "Ahem dangerous zone and have not the same protection that is again: "Ahem! So sorry to hurry you!" Or afforded them on the sidewalk! afforded them on the sidewalk!

If statistics could be gathered they would undoubtedly of firmness, in this manner: "Childshow that fully 50 per cent of casualties are due to the carefront of me!" but not stun or startle
lessness of so-called "Jay" walkers lessness of so-called "Jay" walkers.

It is understood that at the next meeting of the Washington Automotive Trade Association some action will be taken toward inaugurating a campaign to make Washington safer, but nothing that can be done will have any effect whatever unless each person is made to realize that and brought remembrances of Naples it applies to his own particular self.

As one of my colleagues on this paper stated a few days ago, everyone seems to think that he himself is immune from accidents, and that propaganda of this character is not meant for him but for the other fellow .. If every one had previous knowledge of an accident coming wounded hippopotamus. to him it would never occur.

It is always the unexpected that happens.

You, or some one near or dear to you, may meet the unexpected today, tomorrow, or the day after. Therefore, let us all make a New Year resolution that hereafter we will "WATCH OUR STEP" and likewise "WATCH OUR sport such as loud horns, open muf-WHEEL."

eceived the traffic officer's signal to go ahead. Don't drive fast with a soft tire

one that is nearly worn out. Don't allow your spotlight to shine n the faces of drivers of approach-

ng cars. Whatever alcohol you use, put it in the radiator. Keep your windshield free from

Install a good device for cleaning ain or snow from the windshield. A little daily attention to your car

will make it last much longer and drove a horse you would see that it was fed and watered regularly, and a car needs just as regular treatment. Have a good lock put on your car, and use it.-Maryland Motorist.

Street Crossers Louk to the Right and Left.

Watch Out For Children Near Schools.

HOW DOTH THE HORN OF MOTORIST ALARM?

Poetess and Inquires the Reason Why.

How doth the fractions Motor-Horn
Alam Pedestrians daily,
And give their Nerves perpetual Shocks
While rushing on quite gaily!
How angrily He seems to grow!
How madly shricks Defiance!
And, caring not for Curse or Scowl,
Bereams on, a Fearless Free Lance

The other day I was crossing a lit-

about for shelter from the suffering nonster. There, about a yard from

any other means.
Such a horn must surely defeat its that sort of gentle adminitory cough with which one prefaces one's entrance of a room occupied by a courting couple," as this: "Ahem!

The Lost Tinkle-Tinkle.

No longer can we hear the pleasant tinkle-tinkle of the bells on the harness of the draft horses, that spring-like sound that once greeted us when windows first stand open. and Palermo. The few remaining hucksters seldom attempt to make themselves heard, nor the mellow bugle of the scissors-grinder, Day is pandemonium—and so is night! I rise a cry of protest against being roused by the war-crp of an enraged ichthyosaurus or the groans of a

If it were really necessary, I'd be the first to cry: "Go to it, old thing! Though it mean a short life and a deafened one to me!" But when it becomes a mere competition in noisemaking it seems time to pause and consider. Besides, isn't it against the interfere with any innocent oppen-air esthetics and the Golden Rule, when bout to acquire an atrocity in horns. I adjure you, in the words of "Punch" to the old man about to marry a young girl-DON'T!-Helen Perimon in Maryland Motorist.

Are You Using Automotive Section The Times?

MARMON MOTOR DISPLAY SHOWS RAPID ASSEMBLY Motor in being diseasembled and assembled the idea being to show to the motoring public the accessibility of the Marmon power plant, as well as the short length of time that it takes to tear it down and build it up MARMON MOTOR DISPLAY

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During these strenuous times of rising costs, when the expense of running a car is almost a nightmare to the average motorist, it is not surprising that so many car owners are investigating GATES HALF-SOLE TIRES.

GATES HALF-SOLE TIRES appeal to the man of means who drives the highest-priced car just the same as they do to the little fellow with the small car who is trying to make both ends meet, because they not only cost half as much as standard tires of corresponding size, but because they are PUNCTURE-PROOF, and the man of means is no more anxious to get out of his car on a cold, sloppy day and change tires

than the little fellow who buys GATES HALF-SOLES on account of the saving in price.

Come to our service station and ask us to show you who are buying GATES HALF-SOLE TIRES. You will find among our users people who have money enough to purchase the highestpriced tires on the market.

Remember that the GATES HALF-SOLE TIRE is not a make-shift for a new tire-there is nothing second-hand about it. It is the greatest revolution in tire construction in many years. When you have had these tires explained to you, you will wonder why some one else did not think of this idea before.

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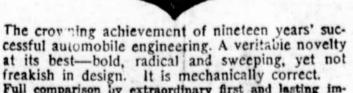




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